



**Region 1 Works Council's
Regional Action Plan
2015 – 2016**

On June 16, 2014 the Indiana Career Council adopted *Align, Engage, Advance: A Strategic Plan to Transform Indiana's Workforce*. The strategic plan has three pillars of transformation: system alignment, worker- and student-centric services, and demand-driven programs and investments. Each pillar has at least one objective to guide the Career Council's future work. At the request of the Center for Education and Career Innovation (CECI), the Region 1 Works Council has identified the following Action Plan to help guide their activity.

I. CTE Awareness

Continue to raise awareness in your respective region regarding CTE opportunities and initiatives.

GOAL: Establish a baseline of touch points across the Region of tours, presentations, social media hits, and numbers of individuals exposed to our message

- Organize Tours at Ivy Tech campuses to highlight areas of study corresponding to high demand jobs (healthcare, manufacturing)
- Develop Presentations (PowerPoint) to be delivered by Works Council members
- Marketing Plan – Include social media
- Middle School Career Awareness
 - Event for administrators to emphasize CTE & STEM
 - Presentations to Schools and the Superintendent's Study Council
 - Establish partnerships with Chambers of Commerce

II. Sector Partnerships

Act as the convener of sector partnerships in your respective region (work collaboratively to cover more territory)

GOAL: Identify needed members, define levels of commitment, establish and conduct partnership meetings

- Identify level of commitment
 - Seek state level of support

- Recruit Members
 - Manufacturers
 - Healthcare
 - Transportation, Distribution, & Logistics
 - NWIBRT & Construction Advancement Foundation
 - Agribusiness

III. Curriculum Development

Continue to analyze existing curriculum and support the creation of new curriculum that supports regional needs.

- Ivy Tech will provide professional development for teachers in math summer of 2015.
- Align with sector partnerships for curriculum development.
- Encourage and promote work based learning opportunities.

Focus on Accountability, Advocacy, and Oversight

R1WC: Increase awareness in Region 1 of the CTE Pathways leading to high wage, high demand occupations

Action Steps <i>What Will Be Done?</i>	Responsibility <i>Who Will Do It?</i>	Timeline <i>By When?</i> <i>(Day/Month)</i>	Planning and Resources <i>A. Resources Available</i> <i>B. Resources Needed - Fiscal, Human, political, & Other</i>	Measures of Implementation: <i>How will you know that you are making progress?</i> <i>What are your benchmarks?</i>	Communications Plan: <i>Who is involved?</i> <i>What methods?</i> <i>How often?</i>
Step 1: Develop customized presentation which can be given by WC members	Linda and Kris	1/31/15	A. Generic presentation available which will be customized.	Presentation Complete	N/A
			B. None		
Step 2: Give presentation to school Superintendents to increase awareness and seek support; seek feedback	Works Council Members	End of 1 st Qtr.	A. Relationship with superintendents	Presentation given	Survey Monkey survey for feedback
			B. Ability to get on Agenda		
Step 3: Give presentation to READY NWI k-12 team and invite Middle School Administrators to participate	Works Council	End of 2 nd Qtr.	A. Presentation	Presentation given	Survey Monkey survey for feedback
			B. Availability of READY NWI agenda	Benchmark: 80% of districts represented	
Step 4: Create a marketing campaign with brochures, banners, posters, billboards, social media, etc. to promote CTE careers in the region	Works Council w/ assistance from Marketing /Advertising Firm and CWI staff	Ongoing	A. Leverage work done in other Regions and that of CWI communications department.	Distribution of material Implementation of campaign By Summer of 2015	To be determined
			B. Additional funding may be necessary		

Evaluation Process (*How will you determine that your goal has been reached? What are your measures?*)

R1WC Strategic Objective 1 (continued): Increase awareness in Region 1 of the CTE Pathways leading to high wage, high demand occupations

Action Steps <i>What Will Be Done?</i>	Responsibility <i>Who Will Do It?</i>	Timeline <i>By When? (Day/Month)</i>	Planning and Resources <i>A. Resources Available B. Resources Needed - Fiscal, Human, political, & Other</i>	Measures of Implementation: <i>How will you know that you are making progress? What are your benchmarks?</i>	Communications Plan: <i>Who is involved? What methods? How often?</i>
Step 5: Establish partnerships with local Chambers of Commerce	Works Council	Ongoing; possibly present to Regional Coalition of Chambers	A. Lists and relationships established by WIB/CWI	Increased support and buy-in from local Chambers	Works Council members needed to make presentations
			B. Available time is a limiting factor		
Step 6: Organize tours of regional post-secondary campuses to highlight programs in high job demand areas for identified groups of students	Works Council	Ongoing	A. Support of campus leaders	Establish a baseline number of tours in 2015 and increase in year	Communicate plan in all presentations given
			B. Support of High Schools		
Step 7: Establish an online customized Region 1 CTE portal that would elevate the public image of and increase awareness of CTE programs, provide all career continuum participants access to information on career pathways, CTE training schedules, training videos, webinars, career interest surveys, high-demand job openings, and regional CTE programs.	Works Council will provide input to state level staff		A. READY NWI videos	Identify school/industry partnerships; create links to partner websites	Link website to Marketing Plan
			B. Funding for additional material for website may be necessary. In kind donations from marketing firms.		
Step 8: Provide information on high wage, high demand careers at parent information sessions and identify more effective methods of communicating with parents. Use social media to communicate with parents.	Works Council	Ongoing	A. Youth Employment Council, WIB, DWD, & READY NWI members are resources – both parents and students	To be determined; information must be assembled into presentations and marketing materials.	To be determined
			B. Need to gather all and review current information on Region high wage high demand jobs.		

R1WC Strategic Objective 2: Establish Sector partnerships for Manufacturing, Healthcare, Agribusiness, Transportation, Distribution, and Logistics, tep 1: Identify Levels of Commitment for members. Establish checklist of requirements	Works Council	1 st quarter	A.WIB/CWI relationships and work which has already occurred Established list of employer	Membership checklists established	To be determined
			B.State-level technical assistance to be provided		
Step 2: Identify and recruit passionate individuals willing to commit to the partnership	Works Council	Ongoing	A. Utilize WIB/READYNWI/CWI partnership to identify and support	Passionate individuals successfully recruited	To be determined
			B.State-level technical assistance		
Step 3: Establish goals for each sector partnership	Works Council	End of 1 st qtr.	A.	Goals established for each sector partnership. Monitoring progress and changes in service delivery	
			B. Need input from industry liasons		
Step 4: Conduct sector partnership meetings	Works Council	Sector meetings to occur bi-annually once launched.	A. Established partnerships and facilities	Engaged members actively seeking solutions	Bi annual communication to sector members
			Need subject matter expert or champion to lead each sector partnership		

Evaluation Process (How will you determine that your goal has been reached? What are your measures?)

R1WC Strategic Objective 3: Continue to analyze existing curriculum and support the creation of new curriculum that supports regional needs

Action Steps <i>What Will Be Done?</i>	Responsibility <i>Who Will Do It?</i>	Timeline <i>By When? (Day/Month)</i>	Planning and Resources <i>A. Resources Available B. Resources Needed - Fiscal, Human, political, & Other</i>	Measures of Implementation: <i>How will you know that you are making progress? What are your benchmarks?</i>	Communications Plan: <i>Who is involved? What methods? How often?</i>
Step 1: Utilize sector partnerships and analyze existing curriculum needs, as warranted.	Works Council	Ongoing	A. Established sector partnerships and partnerships with education	To be determined	To be determined
Step 2: Identify innovative career pathways, curriculum, certificates, and degrees that are based on skills that are critical to Region 1 economy.	Works Council	Ongoing	A.. Input of sector partnership employers	To be determined	To be determined
Step 3: Support funding for courses that are part of a complete Pathway, and are not simply life skill courses.	All involved parties	Ongoing	A.	To be determined	To be determined
			B. Relationship with State of Indiana for input and guidance		
			A.		
			B.		
			A.		
			B.		

Evaluation Process (*How will you determine that your goal has been reached? What are your measures?*)

R1WC Strategic Objective 4: Provide incentives for, develop, and implement elementary and middle school career curriculum and classes that will increase exposure, exploration, and understanding of regional high-demand, high-wage careers, especially those within STEM fields by (time frame here).

Action Steps <i>What Will Be Done?</i>	Responsibility <i>Who Will Do It?</i>	Timeline <i>By When?</i> <i>(Day/Month)</i>	Planning and Resources <i>A. Resources Available</i> <i>B. Resources Needed - Fiscal, Human, political, & Other</i>	Measures of Implementation: <i>How will you know that you are making progress?</i> <i>What are your benchmarks?</i>	Communication Plan: <i>Who is involved?</i> <i>What methods?</i> <i>How often?</i>
Step 1: Create quality career exploration opportunities through - CTE internships that are tied to career pathways, designed by professional educators and local industry experts, with clear learning objectives and outcomes.	Business, Education and Works Council		A. Business and Education Resources	1. Internships identified 2. Objectives and Outcomes identified 3. State level support received	Educators & Industry Experts
			Funding may be needed for internships		
Step 2: Career exploration curriculum with regional focus for middle school student and parents with an emphasis on local speakers, field-trips, interest surveys, meaningful hands-on experiences and high school course decisions.	Educators & Industry Experts	Fall 2016	A.	To be determined	To be determined
			Funding needed		
Step 3: Provide incentives for business and industry technical experts to partner in curriculum development, field trips, awareness videos, speaking invitations, student volunteer programs.	Works Council	Ongoing	A. Use Steelworker for the Future as an example of Best Practices	To be determined	To be determined
			B.State funding or tax credits. Recognition needed through media campaign which the state could assist with.		
Step 4:			A.		
			B.		
Step 5:			A.		
			B.		

Evaluation Process (*How will you determine that your goal has been reached? What are your measures?*)